

Quick win

- Set up your Google [My Business](#) page. This lets customers contact you directly from the search results. Boost your ranking by [asking customers for reviews](#)



CALL



DIRECTIONS



MESSAGE

1. Understand what topics your customers are interested in which relate to your product or service

Find your core topics

- Keyword research helps you understand what customers are searching for
- Google understands topics, regardless of the exact wording customers use. Therefore think of this as “topic research”
- Use [Google Search Console](#) to find out what people were searching for when they landed on your site, and [how you rank for those terms](#)

Look for insights and inspiration

- Find related keywords by looking at autocomplete suggestions on Google, YouTube or Amazon (use incognito mode), or by looking at “people also ask” and “related searches” in the Google search results
- [AnswerThePublic](#) gives an expansive and inspirational view of what people are interested in
- [Google Ads Keyword Planner](#) gives search volume for related keywords, and pay-per-click competition (not SEO difficulty)
- [Google Trends](#) shows if interest in a keyword is rising

2. Find segments where you can win

- To get clicks you have to be in the first few results for the segments you target
- Use Google Search Console [to see where you rank for specific keywords](#), tools like [KWFinder](#) to check SEO difficulty, and tools like [SERPChecker](#) to check how you rank
- [Can I Rank](#) is useful because it tells you whether it’s realistic for your website to make it to the top for a given keyword
- If necessary, target a more specific niche. There are many available. Each day 20% of Google searches have never been seen before

3. Write content good enough to share

- The critical test is whether your content is good enough that your readers want to share it. This matters because other people linking to your site is the most important driver for how high your site appears, and social sharing also boosts rankings
- No other consideration is more important. For example don’t repeat keywords if it makes your content less readable. Google wants to show the best content, and is not easily tricked



Shareability is the single biggest driver of SEO success

4. Get others to link to your content

Link building / backlinks

- Make it easy to share your content. Use social sharing buttons
- Ask people in your network to link to your site from theirs
- You can approach sites in your sector and ask for links. Typically you have to write content for them (guest posts) which link back to your site. This works, but is labour-intensive
- The best strategy is to do collaborations with others in your sector where you both get value, and exchange links

Monitor and track progress

- It is possible to buy links (e.g. from [Fat Joe](#)). This is risky because Google may detect that the content is poor, and penalise the rankings. If you’re using an agency, check they’re not doing this
- In Google Search Console you can see [who has linked to your site](#), and with tools like [LinkMiner](#) you can see your own backlinks and those of competitors (allowing you to identify potential partners to approach)

5. Check your website follows SEO best practice

- Sites need to be fast and formatted correctly (“On-Page SEO”). Tools can analyse your site and tell you what to do.
- Google can test if your site is [fast](#) and [mobile friendly](#)
- [SEO Site Checkup](#) will give you a comprehensive rundown of issues, and [Siteliner](#) will check for broken links. Broken links are also [visible in the Google Search Console](#)
- [Browseo](#) shows how your site appears to a search engine
- For certain types of content, like recipes, Google can display “rich results”. Look through the [gallery](#), and see if any apply to you. If so, [add structured data to your site](#). You can [test if it's working](#) (and [test the data](#))
- Try to use readable urls (like [site.com/best-toys-for-babies](#))
- If you use a website builder like [WordPress](#), [Squarespace](#) or [Wix](#), this will take care of many SEO issues for you

6. Track your performance

- Track search clicks in Google Search Console
- Choose a set of strategic keywords (e.g. for each of your top 5 topics), and track your rankings over time. This can be done with tools like [SERPWatcher](#) or [SEMrush](#) (which also includes a full range of SEO solutions)



[SERPWatcher](#) shows all critical rank tracking data on one screen